

# ORDER



|                   |                      |                                  |                         |                              |
|-------------------|----------------------|----------------------------------|-------------------------|------------------------------|
| <b>Orders</b>     | <b>Order / Rev:</b>  | 187535                           |                         |                              |
|                   | Alt Order #:         | 6828531                          |                         |                              |
|                   | Product Desc:        | order                            |                         |                              |
|                   | Estimate:            | 903909                           |                         |                              |
|                   | Flight Dates:        | 09/03/12 - 09/09/12              | Primary AE:             | Petry Philadelphia           |
|                   | Original Date / Rev: | 06/26/12 / 08/31/12              | Sales Office:           | P-PHI                        |
|                   | Order Type:          | REG                              | Sales Region:           | Nat                          |
| <b>Agency</b>     | <b>Name:</b>         | Smart Media Group                |                         |                              |
|                   | Buying Contact:      |                                  | Billing Type:           | Cash                         |
|                   | Billing Contact:     |                                  | Billing Calendar:       | Broadcast                    |
|                   |                      | 814 King Street                  | Billing Cycle:          | EOM/EOC                      |
|                   |                      | Alexandria, VA 22314             | Agency Commission:      | 15%                          |
| <b>Advertiser</b> | <b>Name:</b>         | POL/Detroit International Bridge |                         |                              |
|                   | Demographic:         | A35+                             | New Business Thru:      |                              |
|                   | Product Codes:       | PL2                              | Order Separation:       | 00:15:00                     |
|                   | Priority:            | P3                               | Advertiser External ID: |                              |
|                   | Revenue Codes:       | AGY, POL, POL-ISS                | Agency External ID:     | IN10086/SP6681/TO1332/MO1041 |

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  | Totals | Month          | # Spots | Gross Amount | Net Amount  | Rating |
|------------|----------|---------|--------------|-------------|--------|----------------|---------|--------------|-------------|--------|
| 08/27/12   | 09/09/12 | 36      | \$12,400.00  | \$10,540.00 |        | September 2012 | 36      | \$12,400.00  | \$10,540.00 | 0.00   |
|            |          |         |              |             | Totals |                | 36      | \$12,400.00  | \$10,540.00 | 0.00   |

**Account Executives**

| Account Executive  | Sales Office | Sales Region | Start Date / End Date         | Order % |
|--------------------|--------------|--------------|-------------------------------|---------|
| Petry Philadelphia |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total       |
|-------------|-------|-------------|
| WOOD        | 30%   | \$12,400.00 |
| Market      | 100%  | \$41,333.33 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| UNKWN             | 0%    | \$0.00      |
| WGVK              | 0%    | \$0.00      |
| WGUV              | 0%    | \$0.00      |
| WLLA              | 0%    | \$0.00      |
| WOTV              | 0%    | \$0.00      |
| WTLJ              | 0%    | \$0.00      |
| WWMT              | 30%   | \$12,400.00 |
| WXMI              | 10%   | \$4,133.33  |
| WXSP              | 0%    | \$0.00      |
| WZPX              | 0%    | \$0.00      |
| WZZM              | 30%   | \$12,400.00 |

| Ln          | Ch   | Start          | End      | Inventory Code             | Break      | Start/End Time | Days    | Len | Spots | Rate     | Pri | Rtg  | Type | Spots | Amount   |
|-------------|------|----------------|----------|----------------------------|------------|----------------|---------|-----|-------|----------|-----|------|------|-------|----------|
| E 1         | WOOD | 09/03/12       | 09/03/12 | Noon News<br>News 8 @ Noon | CM         | 12-1p          | M-----  | :30 | 2     | \$450.00 | P3  | 0.00 | NM   | 2     | \$900.00 |
| <b>NEWS</b> |      |                |          |                            |            |                |         |     |       |          |     |      |      |       |          |
|             |      | Start Date     | End Date | Weekdays                   | Spots/Week | Rate           | Rating  |     |       |          |     |      |      |       |          |
|             |      | Week: 09/03/12 | 09/09/12 | M-----                     | 2          | \$450.00       | 0.00    |     |       |          |     |      |      |       |          |
| E 2         | WOOD | 09/04/12       | 09/04/12 |                            | CM         | 12-1p          | -T----- | :30 | 1     | \$450.00 | P3  | 0.00 | NM   | 1     | \$450.00 |

Order / Rev: 187535  
Alt Order #: 6828531  
Flight Dates: 09/03/12 - 09/09/12

Advertiser: POL/Detroit International Bridge  
Product Desc: order  
Estimate: 903909

| Ln  | Ch       | Start    | End        | Inventory Code | Break  | Start/End Time | Days | Len     | Spots | Rate     | Pri      | Rtg  | Type | Spots | Amount     |          |          |            |      |        |                |          |         |   |          |      |
|---|----------|----------|------------|----------------|--------|----------------|------|---------|-------|----------|----------|------|------|-------|------------|----------|----------|------------|------|--------|----------------|----------|---------|---|----------|------|
| <b>Noon News</b>  |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| <b>News 8 @ Noon</b>  |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| <b>NEWS</b>   |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
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| E 4   | WOOD     | 09/06/12 | 09/06/12   | Noon News      | CM     | 12-1p          |      | :30     | 1     | \$450.00 | P3       | 0.00 | NM   | 1     | \$450.00   |          |          |            |      |        |                |          |         |   |          |      |
| <b>News 8 @ Noon</b>  |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| <b>NEWS</b>   |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
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| Week: 09/03/12  | 09/09/12 | ---T---  | 1          | \$450.00       | 0.00   |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| E 7   | WOOD     | 09/04/12 | 09/04/12   | M-F 3-4p       | CM     | 3-4p           |      | :30     | 2     | \$100.00 | P4       | 0.00 | NM   | 2     | \$200.00   |          |          |            |      |        |                |          |         |   |          |      |
| <b>The Doctors</b>  |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| <b>DOCTORS</b>  |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
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| Week: 09/03/12  | 09/09/12 | -T-----  | 2          | \$100.00       | 0.00   |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| E 8   | WOOD     | 09/05/12 | 09/05/12   | M-F 3-4p       | CM     | 3-4p           |      | :30     | 2     | \$100.00 | P4       | 0.00 | NM   | 2     | \$200.00   |          |          |            |      |        |                |          |         |   |          |      |
| <b>The Doctors</b>  |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
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| Week: 09/03/12  | 09/09/12 | --W----  | 2          | \$100.00       | 0.00   |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| E 9   | WOOD     | 09/06/12 | 09/06/12   | M-F 3-4p       | CM     | 3-4p           |      | :30     | 3     | \$100.00 | P4       | 0.00 | NM   | 3     | \$300.00   |          |          |            |      |        |                |          |         |   |          |      |
| <b>The Doctors</b>  |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
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| Week: 09/03/12  | 09/09/12 | ---T---  | 3          | \$100.00       | 0.00   |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| E 10  | WOOD     | 09/07/12 | 09/07/12   | M-F 3-4p       | CM     | 3-4p           |      | :30     | 3     | \$100.00 | P4       | 0.00 | NM   | 3     | \$300.00   |          |          |            |      |        |                |          |         |   |          |      |
| <b>The Doctors</b>  |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
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| E 11  | WOOD     | 09/03/12 | 09/03/12   | 5am Daybreak   | CM     | 5a-6am         |      | M-----  | :30   | 2        | \$200.00 | P3   | 0.00 | NM    | 2          | \$400.00 |          |            |      |        |                |          |         |   |          |      |
| <b>5am Daybreak</b>   |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| <b>NEWS</b>   |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
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| Week: 09/03/12  | 09/09/12 | M-----   | 2          | \$200.00       | 0.00   |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| E 12  | WOOD     | 09/04/12 | 09/04/12   | 5am Daybreak   | CM     | 5a-6am         |      | -T----- | :30   | 2        | \$200.00 | P3   | 0.00 | NM    | 2          | \$400.00 |          |            |      |        |                |          |         |   |          |      |
| <b>5am Daybreak</b>   |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| <b>NEWS</b>   |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
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| E 13  | WOOD     | 09/05/12 | 09/05/12   | 5am Daybreak   | CM     | 5a-6am         |      | --W---- | :30   | 2        | \$200.00 | P3   | 0.00 | NM    | 2          | \$400.00 |          |            |      |        |                |          |         |   |          |      |
| <b>5am Daybreak</b>   |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| <b>NEWS</b>   |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
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| E 14  | WOOD     | 09/06/12 | 09/06/12   | 5am Daybreak   | CM     | 5a-6am         |      | ---T--- | :30   | 2        | \$200.00 | P3   | 0.00 | NM    | 2          | \$400.00 |          |            |      |        |                |          |         |   |          |      |
| <b>5am Daybreak</b>   |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| <b>NEWS</b>   |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
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| Week: 09/03/12  | 09/09/12 | ---T---  | 2          | \$200.00       | 0.00   |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| E 15  | WOOD     | 09/07/12 | 09/07/12   | 5am Daybreak   | CM     | 5a-6am         |      | ---F--  | :30   | 2        | \$200.00 | P3   | 0.00 | NM    | 2          | \$400.00 |          |            |      |        |                |          |         |   |          |      |
| <b>5am Daybreak</b>   |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| <b>NEWS</b>   |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
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| Week: 09/03/12  | 09/09/12 | ---F--   | 2          | \$200.00       | 0.00   |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| E 16  | WOOD     | 09/03/12 | 09/03/12   | 6am Daybreak   | CM     | 6-7a           |      | M-----  | :30   | 1        | \$475.00 | P4   | 0.00 | NM    | 1          | \$475.00 |          |            |      |        |                |          |         |   |          |      |
| <b>6am Daybreak</b>   |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| <b>NEWS8-DAYBREAK</b>   |          |          |            |                |        |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| <table border="1"> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 09/03/12</td><td>09/09/12</td><td>M-----</td><td>1</td><td>\$475.00</td><td>0.00</td></tr> </tbody> </table>  |          |          |            |                |        |                |      |         |       |          |          |      |      |       | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | Week: 09/03/12 | 09/09/12 | M-----  | 1 | \$475.00 | 0.00 |
| Start Date  | End Date | Weekdays | Spots/Week | Rate           | Rating |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| Week: 09/03/12  | 09/09/12 | M-----   | 1          | \$475.00       | 0.00   |                |      |         |       |          |          |      |      |       |            |          |          |            |      |        |                |          |         |   |          |      |
| E 18  | WOOD     | 09/05/12 | 09/05/12   | 6am Daybreak   | CM     | 6-7a           |      | --W---- | :30   | 1        | \$475.00 | P4   | 0.00 | NM    | 1          | \$475.00 |          |            |      |        |                |          |         |   |          |      |

Order / Rev: 187535  
Alt Order #: 6828531  
Flight Dates: 09/03/12 - 09/09/12

Advertiser: POL/Detroit International Bridge  
Product Desc: order  
Estimate: 903909

WOOD

| Ln   | Ch       | Start    | End      | Inventory Code    | Break | Start/End Time | Days | Len     | Spots | Rate | Pri        | Rtg | Type                | Spots | Amount            |
|--|----------|----------|----------|-------------------|-------|----------------|------|---------|-------|------|------------|-----|---------------------|-------|-------------------|
| 6am Daybreak<br>6am Daybreak                                       |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| NEWS8-DAYBREAK   |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Start Date    End Date    Weekdays    Spots/Week    Rate    Rating |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Week:  | 09/03/12 | 09/09/12 | --W----  |                   | 1     | \$475.00       | 0.00 |         |       |      |            |     |                     |       |                   |
| E 21   | WOOD     | 09/09/12 | 09/09/12 | Daybreak Sun @6am | CM    | 6-7a           |      | -----S  | :30   | 2    | \$175.00   | P4  | 0.00                | NM    | 2      \$350.00   |
| Daybreak Sun @6am  |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| SU DAYBREAK  |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Start Date    End Date    Weekdays    Spots/Week    Rate    Rating |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Week:  | 09/03/12 | 09/09/12 | -----S   |                   | 2     | \$175.00       | 0.00 |         |       |      |            |     |                     |       |                   |
| E 22   | WOOD     | 09/09/12 | 09/09/12 | Today Show Su     | CM    | 758-9a         |      | -----S  | :30   | 2    | \$650.00   | P4  | 0.00                | NM    | 2      \$1,300.00 |
| Today Show Sunday  |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| TODAY  |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Start Date    End Date    Weekdays    Spots/Week    Rate    Rating |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Week:  | 09/03/12 | 09/09/12 | -----S   |                   | 2     | \$650.00       | 0.00 |         |       |      |            |     |                     |       |                   |
| E 28   | WOOD     | 09/03/12 | 09/03/12 | LN M-F            | CM    | 11-1135p       |      | M-----  | :30   | 1    | \$750.00   | P4  | 0.00                | NM    | 1      \$750.00   |
| M-F News 8 @ 11  |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| NEWS 8 AT 11PM   |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Start Date    End Date    Weekdays    Spots/Week    Rate    Rating |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Week:  | 09/03/12 | 09/09/12 | M-----   |                   | 1     | \$750.00       | 0.00 |         |       |      |            |     |                     |       |                   |
| E 29   | WOOD     | 09/04/12 | 09/04/12 | LN M-F            | CM    | 11-1135p       |      | -T----- | :30   | 1    | \$750.00   | P4  | 0.00                | NM    | 1      \$750.00   |
| M-F News 8 @ 11  |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| NEWS 8 AT 11PM   |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Start Date    End Date    Weekdays    Spots/Week    Rate    Rating |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Week:  | 09/03/12 | 09/09/12 | -T-----  |                   | 1     | \$750.00       | 0.00 |         |       |      |            |     |                     |       |                   |
| E 31   | WOOD     | 09/06/12 | 09/06/12 | LN M-F            | CM    | 11-1135p       |      | ---T--- | :30   | 1    | \$750.00   | P4  | 0.00                | NM    | 1      \$750.00   |
| M-F News 8 @ 11  |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| NEWS 8 AT 11PM   |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Start Date    End Date    Weekdays    Spots/Week    Rate    Rating |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Week:  | 09/03/12 | 09/09/12 | ---T---  |                   | 1     | \$750.00       | 0.00 |         |       |      |            |     |                     |       |                   |
| E 32   | WOOD     | 09/07/12 | 09/07/12 | LN M-F            | CM    | 11-1135p       |      | ----F-- | :30   | 1    | \$750.00   | P4  | 0.00                | NM    | 1      \$750.00   |
| M-F News 8 @ 11  |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| NEWS 8 AT 11PM   |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Start Date    End Date    Weekdays    Spots/Week    Rate    Rating |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Week:  | 09/03/12 | 09/09/12 | ----F--  |                   | 1     | \$750.00       | 0.00 |         |       |      |            |     |                     |       |                   |
| E 34   | WOOD     | 09/05/12 | 09/05/12 | NFL Football      | CM    | 830P-1130P     |      | --W---- | :30   | 1    | \$1,200.00 | P5  | 0.00                | NM    | 1      \$1,200.00 |
| NFL Football   |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| (8:30 PM-11:30 PM)   |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| SVU  |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Start Date    End Date    Weekdays    Spots/Week    Rate    Rating |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Week:  | 09/03/12 | 09/09/12 | --W----  |                   | 1     | \$1,200.00     | 0.00 |         |       |      |            |     |                     |       |                   |
| E 35   | WOOD     | 09/07/12 | 09/07/12 | Fri Hour 2        | CM    | 9-10p          |      | ----F-- | :30   | 1    | \$800.00   | P4  | 0.00                | NM    | 1      \$800.00   |
| Friday 9-10p   |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| GRIMM  |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Start Date    End Date    Weekdays    Spots/Week    Rate    Rating |          |          |          |                   |       |                |      |         |       |      |            |     |                     |       |                   |
| Week:  | 09/03/12 | 09/09/12 | ----F--  |                   | 1     | \$800.00       | 0.00 |         |       |      |            |     |                     |       |                   |
|  |          |          |          |                   |       |                |      |         |       |      |            |     | Totals              |       |                   |
|  |          |          |          |                   |       |                |      |         |       |      |            |     | 36      \$12,400.00 |       |                   |